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SUMMARY

During 1950 the Chinese Communist Government took steps to organize and systematize its domestic broadcasting services and to expand its international services. The various regional short-wave stations were amalgamated into a national network controlled from Peiping, and international services were scheduled in the principal languages of Asia. The organizational moves seem to have been effective in establishing central control of domestic broadcasting and rapid dissemination of the voice of the Government. The expansion of the international services has been marred by technical and linguistic flaws.

Domestic Broadcasting

During 1950 domestic broadcasting underwent a steady and rapid consolidation and expansion which paralleled the consolidation of Communist control on the mainland; the Chinese Communist radio has developed into a centrally controlled network of 51 stations using 22 transmitters.* The hub of the national broadcasting system is the Central People's Broadcasting Station in Peiping. It directs the central station for each administrative district, Shanghai for East, Mukden for Northeast, Sian for Northwest, Chungking for Southwest, Hankow for Central-South, and Canton for South China. The central station also controls the vast network of medium-wave stations operating under the jurisdiction of the regional administrative units. These local stations are required to relay two Peiping programs a day, and some regional stations relay more than two. They also report local news and carry all major speeches, orders, and proclamations. The technical quality of the relays is usually poor; the local frequencies may vary irregularly from day to day.

Monitoring Network: In April 1950 the Government Press Administration took a further step toward effective broadcasting by establishing a nationwide monitoring network for the dissemination of broadcast information. Local governments at all levels, political units of the People's Liberation Army, public organizations, factories and schools were instructed to appoint broadcast monitors to transcribe news, official pronouncements, and other key material carried by the central station. Major radio stations were directed to organize classes to train monitoring personnel for local monitoring stations. These

* Peiping does not, however, monopolize radio broadcasting in China for commercially-sponsored private stations are still in operation. They are allowed to broadcast only advertisements, music, and news supplied by NEW CHINA NEWS AGENCY. There are believed to be 33 such stations distributed as follows: Shanghai, 22; Canton, 3; Chungking, 3; Peiping, 2; Ningpo, 2; and Tsingtao, 1.

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monitors are to supply the public with information on program schedules and are expected to transcribe certain programs in full for publication by local media, including newspapers and posted bulletins. Peiping now schedules for transcription by local monitors regular dictation speed broadcasts which in November instituted a daily program to publicize the "Movement to Resist America, Aid Korea, Defend Our Homes, and Protect the Nation." One dictation speed program carries the daily propaganda directives.

The monitors are also expected to organize listening groups—a function which takes on added significance from the fact that the distribution of radio receivers is limited. In April the PEOPLE'S DAILY noted that "there are at present between 1,000,000 and 1,100,000 receivers in the whole country. ... The distribution thereof is, approximately, between 350,000 and 400,000 sets in Northeast and East China, 200,000 in North China (mainly Peiping and Tientsin) and 100,000 sets in other places." The DAILY adds that another 200,000 could be made available through repairs and the Government is now manufacturing 20,000 sets yearly.

Content of Broadcasts: Peiping's radio broadcasting adheres closely to propaganda patterns of the Soviet radio in its emphasis on "social education" rather than entertainment. Peiping explicitly acknowledges this motivation, which it relates to the urgent need to consolidate the new regime in the face of problems of communication and illiteracy. In an editorial published on 6 June PEOPLE'S DAILY points out that broadcasting stations are "huge lecture rooms which can teach tens of thousands, hundreds of thousands, and millions of people at the same time." It further characterizes radio as "a modern weapon" of great use in consolidating and coordinating the activities of different levels of Government and in "straightening of policies, thwarting of deviations, and greatly increasing working efficiency."

In furtherance of these objectives Peiping radio conducts extensive and repetitious campaigns to popularize such developments and policies as the "liberation" of Tibet, the Stockholm Peace Appeal, intervention in Korea, People's Victory Bonds, etc. Both news broadcasts and commentaries are employed in these campaigns. In addition there are educational programs concerned with diverse and long-range topics such as Marxism-Leninism, the care of cattle, or the importance of land reform and flood control.

The domestic news content of Chinese Communist broadcasts is provided by NEW CHINA NEWS AGENCY, which was centralized and reorganized in April 1950 as the official news-gathering and distributing agency. The main office is in Peiping but there are branch offices in all the main administrative areas. News from abroad, when included, is generally based on material from TASS, TELEPRESS, VIETNAM NEWS AGENCY, THE DAILY WORKER and other agencies or broadcasting stations within the Communist orbit. Such reports are usually broadcast under Peiping datelines but with source credited. There are occasional broadcasts purporting to quote ASSOCIATED PRESS, UNITED PRESS, INTERNATIONAL NEWS SERVICE or REUTERS wherein the line between actual quotation and station comment is frequently not delineated clearly.

In another April article PEOPLE'S DAILY emphasized that radio stations should "organize programs according to the needs of listeners," and the regional stations give particular prominence to regional news. Thus Sian covers developments in the towns and villages of the Northwest and treats exhaustively such matters as irrigation projects and cattle insurance. The Tsinghai Regional Service, from Sining, urges friendship and solidarity among the national minorities (a familiar theme in Peiping broadcasts, too) and gives detailed reports of regional meetings. Mukden accents industrial rehabilitation and development and notes that Soviet equipment and techniques are employed in industrial production and mining. (Regional services south of the Great Wall seldom refer to local adoption of Soviet methods.) Chungking devotes 60 percent of its time to coverage of Szechuan developments, but also touches upon events in Yunnan, Kweichow, and Sikkim provinces.

Quality of Broadcasts: The quality of Peiping's domestic programs is generally high, much of it being broadcast in "pai hua," the most widely understood dialect. Stilted idioms and phraseology have been supplanted by simple words. The announcers are usually women whose voices are clear and whose inflection is sharp; their style reflects both education and training. The technical quality of the Peiping transmitter is fair, but studio noises, automobile horns, and train whistles from the outside sometimes intrude on the broadcasts.

B. International Service

In the spring of 1950 Peiping assigned three transmitters to the newly-expanded Chinese International Service. With these facilities it has developed a multilingual service

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beamed to most of the Far East. New languages were added throughout the summer and fall, until the International Service now schedules broadcasts 10 hours a day in 14 languages and Chinese dialects. Broadcasts to "Overseas Chinese" in Mandarin, Cantonese, Hakka, Amoy, and Chaochow constitute the largest segment of the schedule, which also includes one and one half hours of Korean, one hour each of Japanese and English, a half-hour each of Indonesian, Tonkinese, Thai and Burmese, and Mongolian and Tibetan periods on certain days. No Indian-language broadcasts are scheduled.

The international programs, for the most part, are stereotyped and unimaginative. Their primary source seems to be the NEW CHINA NEWS AGENCY files and there is little apparent effort to tailor the broadcasts to a particular audience beyond use of folk songs from a given area. On occasion, however, a given language program will have a group of specially selected news items, as for example one in Thai recounting the evil behavior of the Songgram regime. The quality of the programs varies both in language purity and in announcing skill. The Indonesian program, for example, is announced by a Chinese who has only a fair idea of the language and who uses an erratic style of delivery; recordings of Indonesian music are frequently played. The two Tonkinese announcers have excellent voices and a good command of the language but occasionally mistranslate technical terms. The Thai broadcasts are conducted by two announcers whose use of the language is marked by idiosyncracies and vagueness. The Japanese program seems to be well managed. The Mongolian announcer, who increasingly adopts terms used by Moscow and the Soviet-controlled Ulan Bator radio, speaks a kind of Mongolian used primarily by inhabitants of the border areas and by persons of mixed Chinese and Mongolian stock. Mongol folk songs are frequently played; there are few commentaries. There appears to be no substantial difference between material broadcast in Mandarin for the domestic audience and that broadcast in Mandarin and Cantonese for overseas audiences, except that the Cantonese program includes a somewhat larger volume of reporting on the activities of the overseas Chinese. The dictation-speed service in Mandarin for the overseas press does not differ materially in content or emphasis from regular Mandarin news programs. The English-language news broadcasts consist entirely of material from the current or preceding day's file of NCNA English-Morse transmissions. The items are usually read verbatim except that datelines are omitted and the length may be cut. The two female announcers speak fairly good English with only slight accents.

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